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M2080-713

IBM Mobile Customer Engagement Sales

Mastery Test v1

DEMO

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QUESTION NO: 1

What are the common industries that IBM Xtify caters to?

- A. Retail and E-commerce
- B. Financial Services
- C. Travel & Hospitality
- D. All of the above

Answer: C

Explanation: *Xtify provides mobile application publishers with the tools to create, manage and execute push and location-triggered notification campaigns across smartphone platforms.

*Markets Served:

Enterprise customers in Retail, travel,publishing/media & entertainment, banking,government, CPG, others

QUESTION NO: 2

Which of the following features makes it easy for IBM Xtify to integrate with CRM by helping aggregate data across various channels?

- A. XRD
- B. XID
- C. XCD
- D. XPI

Answer: B

Explanation: *XID, a unique identifier assigned to each individual app, links cross-channel disparate data sources to yield actionable customer insight

*The IBM Mobile Push Notification Push API allows you to immediately send a message to a set of users that you can select by XID, positive or negative tags, or a "send to all" flag. By exposing our push interface via API, you can generate timely one-off notifications and event-based messages from within your own service either by hand or automatically.

QUESTION NO: 3

Which of the following outputs can brands distribute messages through using IBM Xtify?

- A. Mobile App Push. Mobile Web Push, Passbook, SMS
- B. Mobile App Push. Mobile Web Push only
- C. SMS. Mobile App Push only
- D. Mobile App Push only

Answer: A

Explanation: Xtify Capabilities include:

Real time mobile engagement platform for app push, web push, SMS, and wallet

QUESTION NO: 4

The analytics portal allows viewing of messages based on which of the following?

- A. Date range
- B. Application
- C. Configuration
- D. All of the above

Answer: D

Explanation:

QUESTION NO: 5

Who are the typical target decision makers to buy IBM Xtify?

- A. Loyalty, CRM, E-commerce and Mobile Teams
- B. CEO and CTO
- C. CEO and CMO
- D. CEO only

Answer: C

Explanation: A chief marketing officer (CMO) is a corporate executive responsible for marketing activities in an organization.

QUESTION NO: 6

What does IBM Xtify allow Marketers to do?

- A. Advanced segmentation and real-time targeting
- B. View performance and channel analytics
- C. Deliver user level data for systems insight generation
- D. All of the above

Answer: D

Explanation: * Advanced segmentation for 1:1 messaging, personalization, and real-time decisioning

*View performance analytics and channel data in marketer dashboard

*Import user-level data to other systems for insight generation

Push notifications offer marketers a way to influence intent, inform customers, and learn about mobile users.

*Real-time segmenting, targeting, and engagement of your mobile site visitors.

QUESTION NO: 7

IBM Xtify for Web Push can work across which types of browsers?

- A. Internet Explorer and Mozilla Firefox only.
- B. Any browser that has HTML 5 or above.
- C. Mozilla Firefox and Google Chrome only.
- D. Google Chrome and Apple Safari only.

Answer: B

Explanation: Web Push

All browsers, All devices, All OS Versions

QUESTION NO: 8

How many mobile shoppers take action after being messaged?